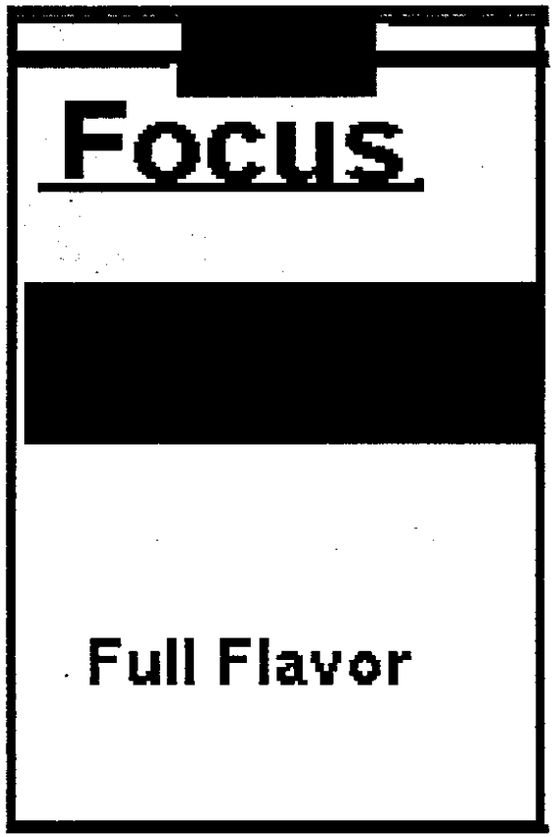
RJR Private Label Brands Make Cents

- Allows RJR to build RJR PL brand sales in accounts that are in danger of being classified as "High Savings" stores (eliminates all FP discounts and slashes display contract monies in half!)
- Jobber *S/R incentive bonus* is a *trial program* that will boost retail sales and Partners Program participant profits!



Source: http://www.industrydocuments.ucsf.edu/docs/nnkn0000